BMW Group
Corporate and Governmental Affairs

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Company

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The new BMW X3 on the iPad

For the first time, BMW is offering comprehensive product literature as an iPad application

**Munich.** The application containing all the product information on the new BMW X3 has been available in the App Store since the beginning of December 2010, offering the chance to experience the vehicle via iPad.

The application combines the advantages of the classic product catalogue, the website and the interactive possibilities of the iPad.

The BMW X3 App not only provides plenty of information and video material, but also gives users the chance to configure their ideal vehicle individually and to order product literature by operating the touchscreen. The highlights of the application also include an interactive 360° view.

Customers can also contact BMW directly using an integrated form if they wish to arrange test drives.

Using the iPad's direct links to social media channels such as Facebook, users can post information about the vehicle on their own wall or send their ideal vehicle to friends.

With this application, BMW is examining, for the first time, the possibilities that the iPad offers in terms of sales promotion measures and creating a platform for the communication of further vehicle and product literature.

The iPad application is available free of charge at <http://itunes.apple.com/app/bmw-x3/id404814453>.

Further information can be found at [www.bmw.com/X3App](http://www.bmw.com/X3App).

**The BMW Magazine on the iPad**

The BMW Magazine is already available as an iPad application. This opens up a comprehensive multimedia brand experience to readers, above and beyond the printed version. Photo series, videos and sound files integrated into the layout along with a Find the Pair game offer clear added value over the print magazine. The editorial highlight of the second BMW Magazine iPad App is the Art Car designed by Jeff Koons, which takes on completely new interactive dimensions on the iPad. The artist's design has been processed for the App in such a way that the reader can use the touchscreen to paint the BMW – which is initially a pristine white – in Koons' brightly coloured style.

Photos on both iPad Apps are available in our PressClub at www.press.bmwgroup.com.

If you have any questions, please contact:

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**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. Revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.